

# Yunfei (Jesse) Yao

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## CURRENT POSITION

The Chinese University of Hong Kong, Assistant Professor of Business Administration, July 2023 - present

## EDUCATION

University of California, Berkeley, Ph.D. Business Administration, 2023

Stanford University, Exchange student in Economics, 2019

University of Michigan, B.S. Mathematics, B.S. Statistics, 2017

Peking University, Major in Mathematics, 2012 - 2015

## RESEARCH INTERESTS

Strategic considerations of AI/ML, privacy, search, information economics

## PUBLICATIONS (P: Ph.D. or pre-doc student, A: assistant professor, at the time of project initiation)

6. **Algorithmic Targeting and the Precision-Recall Trade-off** *Marketing Science*, forthcoming.  
Ganesh Iyer, Yunfei (Jesse) Yao, and Zemin (Zachary) Zhong<sup>A</sup>
5. **Privacy and Polarization: An Inference-Based Framework** *Management Science*, forthcoming.  
Tommaso Bondi<sup>A</sup>, Omid Rafieian<sup>A</sup>, and Yunfei (Jesse) Yao  
Extended Abstract at EC'24 (25th ACM Conference on Economics and Computation)
4. **Reputation for Privacy** *Marketing Science*, 2025, 44(5), 1145-1162.  
Yunfei (Jesse) Yao
3. **Search Fatigue, Choice Deferral, and Closure** *Marketing Science*, 2025, 44(5), 1188-1211.  
Z. Eddie Ning<sup>A</sup>, J. Miguel Villas-Boas, and Yunfei (Jesse) Yao
2. **Dynamic Persuasion and Strategic Search** *Management Science*, 2024, 70(10), 6778-6803.  
Yunfei (Jesse) Yao
1. **A Dynamic Model of Optimal Retargeting** *Marketing Science*, 2021, 40(3), 428-458.  
J. Miguel Villas-Boas, and Yunfei (Jesse) Yao

## WORKING PAPERS (P: Ph.D. or pre-doc student, A: assistant professor, at the time of project initiation)

- **Non-stationary Pricing and Search**  
(with Wee Chaimanowong<sup>P</sup>)
- **Strategic Disinformation Generation and Detection** Minor revision at *Management Science*  
(with Wenxiao Yang<sup>P</sup> and Pengxiang Zhou<sup>P</sup>)  
Asia-Pacific Marketing Academy Conference 2025 Best Paper Award
- **Invitation to Search or Purchase? Optimal Multi-attribute Advertising** Major revision at *Management Science*
- **A Consumer Search Explanation for Hidden Fees**  
(with Samir Mamadehussene<sup>A</sup> and Jingbo Wang<sup>A</sup>)

## TEACHING

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- Instructor, Digital Marketing (MS), 2023 - present  
*Teaching Evaluation: 2023: 5.9/6, 5.8/6 (adjusted mean/total)*  
2024: 5.9/6, 5.9/6, 5.9/6  
2025: 6.0/6, 5.9/6, 5.9/6
- Graduate Student Instructor, Game Theory (MBA), 2023
- Graduate Student Instructor, Marketing Strategy (MBA), 2022
- Graduate Student Instructor, Microeconomic Theory I, II (PhD), 2020
- Graduate Student Instructor, Marketing (UG), 2019

## INDUSTRY EXPERIENCE

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SAP America, Development Intern (advertising attribution group), May 2018 – Dec. 2018

## HONORS AND AWARDS

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- Journal of Industrial Economics Fellow, 2022
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2020

## SELECTED TALKS

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|   |      |
|---|------|
| 2025 China India Insights Conference  | 2025 |
| SICS – 23rd Summer Institute in Competitive Strategy                                      |      |
| 14th Workshop on Search and Switching Costs (discussant)                                  |      |
| 3rd Asia-Pacific Marketing Academy Conference   |      |
| NYU Shanghai Research Workshop  |      |
| Hong Kong Quant Marketing Brown Bag Series  |      |
| 19th Annual Bass FORMS Conference (discussant)  |      |
| Berkeley Economics Theory Lunch   |      |
| SICS – 22nd Summer Institute in Competitive Strategy                                      | 2024 |
| 46th INFORMS Marketing Science Conference   |      |
| Hong Kong Quant Marketing Mini Conference   |      |
| Hong Kong Quant Marketing Brown Bag Series  |      |
| 18th Annual Bass FORMS Conference   |      |
| CUHK and CUHK-SZ Joint Marketing Workshop   |      |
| ISMS Marketing Science Conference   | 2023 |
| Bay Area Marketing Symposium  |      |
| Berkeley Economics Theory Lunch   |      |
| 17th Annual Bass FORMS Conference (discussant)  |      |
| Berkeley/Columbia/Duke/MIT/Northwestern IO Theory Conference<br>(one of four JIE fellows) | 2022 |
| Peking University   |      |
| Nova School of Business and Economics   |      |
| University of Melbourne   |      |
| University of Texas at Dallas   |      |
| University of Rochester   |      |
| Hong Kong University of Science and Technology  |      |
| The Chinese University of Hong Kong   |      |
| University of Illinois Urbana-Champaign   |      |

## SERVICE

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### To the field:

Editorial Review Board Member:

*Marketing Science*

Reviewer:

*Management Science (Business Strategy Department, Marketing Department),*

◦ 2025 *Management Science* Meritorious Service Award

*Marketing Science,*

*Journal of Marketing Research,*

*Production and Operations Management,*

*Quantitative Marketing and Economics,*

*Review of Industrial Organization,*

*HICSS*

### To the university:

Sessions with Visiting Committee, 2025

JUPAS IBBA (undergraduate) program interviewing panelist, 2024, 2025

Academic Advisor for IBBA Students, 2023 – present

### To the department:

Executive Committee, 2025 – present

Seminar coordinator, 2024 – present

Doctoral program interviews, 2023

Faculty recruiting interviews, 2023

## ADVISING

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- Wee Chaimanowong, Ph.D. co-author
- Wenxiao Yang, Ph.D. co-author
- Pengxiang Zhou, pre-doc co-author and letter writer, placed at the University of Southern California (Ph.D.)
- Teng Yu, Independent Research supervisor